

EXHIBIT B

http://www.estee lauder.com/templates/products/makeup_single_product.tpl?FAMILY_CODE=1t4f&CATEGORY_NAME=Mascara&SUPERCAT_NAME=Makeup



[Home](#) | [Skincare](#) | [Makeup](#) | [Fragrance](#) | [Great Gifts](#) | [What's Hot](#) | [Best Sellers](#)

[Register](#) | [Sign In](#) | [View Cart](#) | [Customer Service](#) | [Order History](#)

[Browse Category](#)

Get the Look:
Pure Delight

Amber Bronze

Pure Color Foundations

Powders

Concealers

Lipsticks

Lip Glosses

Lip Pencils

Eye Shadows

Eyeliners

Brows

Mascara

Blush

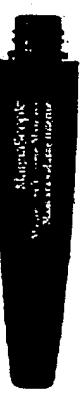
Nails

Brushes & Accessories

Makeup

New. Hydra Complete Multi-Level Moisturizers. [Click Here.](#)

[Browse Mascara](#)

MagnaScopic
Maximum Volume Mascara
Magnify your lashes to the maximum—in a flash.

Engineered with revolutionary double patent-pending* technology:
Expandex™ formula expands lashes to their fullest volume—up to 300% thicker.
Speed-Meter Brush™, streamlined for precise handling, hugs the curves of every lash with supercharged color.

MagnaScopic: fast track to thick lashes.

Safe for contact lens wearers and sensitive eyes. Fragrance free, ophthalmologist-tested.

* U.S. and international patents pending.

Price: \$21.00

Works well with [Lash Primer Plus](#) and [Pure Color EyeShadow](#).

Shade	Qty	Shade	Qty		
Black	<input type="text" value="1"/>	add to cart	Blue	<input type="text" value="1"/>	add to cart
Brown	<input type="text" value="1"/>	add to cart	Gilded Khaki	<input type="text" value="1"/>	add to cart
Purple	<input type="text" value="1"/>	add to cart			

MAXIMUM VOLUME
Magnifies lashes up to 300% instantly, for a thicker, fuller, incredibly dramatic look.

MAXIMUM PRECISION
Unique brush design provides precise application and coats each lash evenly in one stroke.

MAXIMUM COLOR
Ultrasonically dispersed pigments create high-impact color—30% more intense.

MAXIMUM BENEFITS
Unique moisturizing complex forms a protective barrier that helps prevent breakage. Won't flake, smudge or clump.

HOW TO THICKEN YOUR LASHES
Sweep MagnaScopic through lashes from root to tip, using tapered end to capture the finest lashes at inner corners. Repeat on lower lashes.